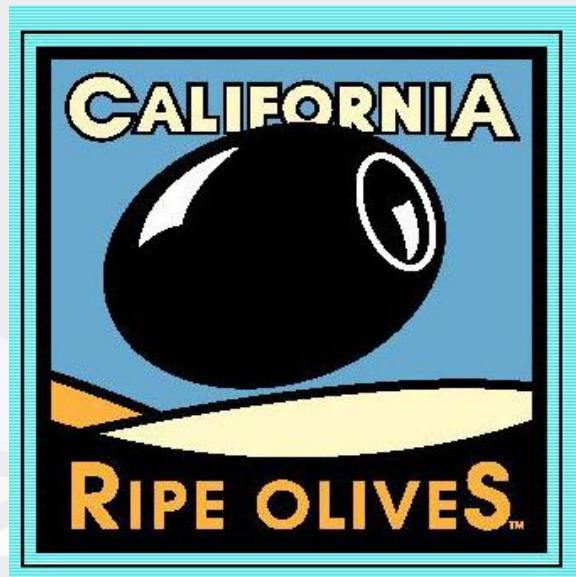


# **California Olive Industry**

## **Annual Report**

**2008-2009**



**Compiled  
by**

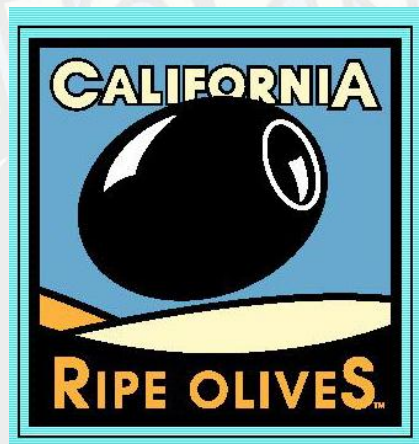
**California Olive Committee**





# **CALIFORNIA OLIVE INDUSTRY ANNUAL REPORT 2008-2009**

**August 1, 2008 through July 31, 2009  
Including Harvest Crop 2009**



## **Reference Sources:**

**California Olive Committee (COC)  
U. S. Department of Agriculture (USDA)  
California Agricultural Statistics Service (CASS)  
U.S. Customs**

**[www.CalOlive.org](http://www.CalOlive.org)**

**March 2010**



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# All About Ripe Olives

## Olive Heritage

### A History as Old as Western Civilization

The wild olive (oleaster) grows in most countries of the Mediterranean, even in Southeast Asia and other areas. It is an unimpressive straggly plant, with little resemblance to the olive tree, *Olea europaea*, which may have been first cultivated as early as five thousand years ago in Crete and Syria.



### New World Transplant

The olive tree flourished in Spain, Tunisia, Morocco and Mediterranean countries for thousands of years, but it was not until the mid-sixteenth century that there is a record of cuttings being carried to Peru by the Spaniards. In the 1700s Franciscan monks brought the olive to Mexico and then north to California by way of the missions. The first cuttings were planted in 1769 at the San Diego Mission. However, it was not until the late 1800s that commercial cultivation began in warm, sunny valleys of Central and Northern California.



### An Industry Founded by a Housewife

In the 1800s many acres of olive trees were planted because of the demand for olive oil. Freda Ehmman and her son, Edwin, purchased such an orchard in the Oroville area of Northern California around that time. Soon, with the trees barely producing and oil prices dropping, only their tough German heritage convinced them to continue to search for other outlets for their fruit. Consulting with a Berkeley professor on processing methods, Freda began experimenting with 280 gallons of olives in barrels on the back porch of her home. The black olives she produced were a decided success and the California Ripe Olive Industry was born. Freda Ehmman's grandson would later write: "Where science and chemical exactness had failed, the experience and care of a skillful and conscientious housewife succeeded."

### The California Olive Industry Today



Today, the California Olive Industry consists of two canneries which process the 80,000 to 125,000 tons of olives produced by approximately 27,000 acres growing in the warm inland valleys of the state. There are about 1,000 growers with orchards varying from as few as five acres to multi-crop farms with over 1,000 acres. Tulare County in the central San Joaquin Valley has over 56 percent of olive acreage, while Kern, Fresno and Madera counties account for about 8 percent. In the Sacramento Valley to the north, Glenn, Tehama, Shasta and Butte counties represent about 36 percent of the acreage.

### The California Varieties

California has two main varieties —Manzanillo, which represents most of the acreage; Sevillano, which produce the larger sizes. Approximately 70-80 percent of ripe olives consumed in the United States come from California. Over 90 percent of the California crop is processed as black ripe olives. The remaining olives are processed into various specialty styles or crushed for olive oil.

### Cultivation and Harvest

The mild winters and hot dry summers of California's great valley are reminiscent of the olive's native Mediterranean home. The olive tree tends to be alternate bearing, producing a large crop one year with a smaller crop the next. Modern cultivation practices of pruning and thinning have helped to minimize this characteristic to some extent. The trees bloom in May with delicate, cream-colored flowers. By mid-September, the harvest begins. Olives destined for the canneries are picked when they are still green, but beginning to show a little color. Most olive orchards are picked by hand except for a few larger acreages, which are mechanically harvested by machines that shake the trees and catch falling olives in a frame. Dumped into bins, the olives are taken to the cannery where they are sorted, graded and put in large tanks filled with storage solution.

# All About Ripe Olives

## Curing

Olives, as they come from the tree, are too bitter to eat without some kind of curing. There are many different methods used around the world. In California, most olives become California black ripe olives. A few become specialty olives.

## Black Ripe Olives

These olives are processed in a lye curing solution that leaches the bitterness out. California Ripe Olives have a firm texture and smooth, mellow taste. Once curing is complete, a series of cold water rinses removes every trace of curing solution. During the curing process, which takes several days, a flow of air bubbling through the olives produces the natural, rich dark color. A trace of organic iron salt (ferrous gluconate) is added to act as a color fixer so the olives will have less tendency to fade after the cans are stored.

Canning is the final step. Ripe olives are canned in a mild salt brine solution and, because they are a low-acid product, are heat sterilized under strict California State health rules.

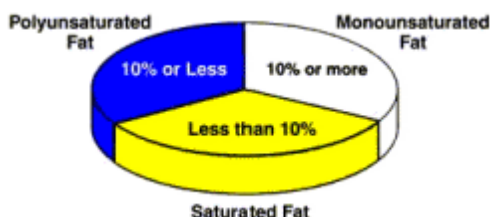
To ensure consistent quality, color, flavor and texture all canned Ripe Olives packaged in California are inspected by the U.S. Department of Agriculture. California Ripe Olives come whole, pitted, sliced, chopped or wedged. They are readily available year round in the grocery store.

<i>California Ripe Olive Calories and Sizes</i>		
Sizes	Average Calories Per Ripe Olive	Approx. No. of Olives in 15 gram serving
Small	4	6
Medium	5	5
Large	6	4
Extra Large	7	3
Jumbo	7	3
Colossal	9	2
Super Colossal	12	1

### Monounsaturated Fats: A Nutritious Choice

Select your fat sources wisely, by decreasing consumption of foods high in saturated fats and choosing foods high in monounsaturated fats more often.

**California Ripe Olives** are a good source of monounsaturated fat. There are only two grams of fat in a 15 gram serving, with the majority of fat coming from monounsaturates and part of the remaining fats being essential fatty acids. One serving contains only three percent of your total fat intake for the day. Contrary to what you may think, olives are not high in calories. In fact, an extra large Black Ripe Olive has only seven calories - and a serving equal to only 25 calories! This makes olives an ideal snack or ingredient for adding flavor and variety to the lower fat meals you prepare.



### Fats are not Created Equally

It's important to understand the different types of fat and those foods most commonly associated with them. Fats are generally classified as saturated, polyunsaturated and monounsaturated. While some fats - saturated - are linked to

elevated levels of LDL-cholesterol ("bad" cholesterol) in the blood, mono-unsaturates actually lower "bad" LDL levels. It's critical to pay attention to the type of fat in various foods. Focus on decreasing saturated fats and choosing sources of monounsaturated fats like those found in olives and olive oil. Here are the basics:

**Saturated Fat** Most commonly found in foods of animal origin. Sources include red meats (beef, pork, lamb), poultry, dairy products, eggs and coconut and palm oils.

**Polyunsaturated Fat** Most often found in foods of plant origin. Sources are corn, safflower, sunflower and sesame oils and some nuts and seeds.

**Monounsaturated Fat** Also found in foods of plant origin. Sources include olives and olive oil along with canola oil, nuts and avocados.

**Recommended Sources of Fat** Health experts recommend that no more than 30 percent of daily calories come from fat sources with most of your fat intake coming from polyunsaturated and monounsaturated fats.



# All About Ripe Olives

## Fat and Cholesterol: There is a Link

Simply put, cholesterol - made in the body primarily in your liver - is a "cousin" of fat belonging to a chemical group called lipids. Cholesterol and fat travel in the bloodstream in packages called "lipoproteins."

Medical experts are concerned about the two main ways that cholesterol is carried in your bloodstream. One is low-density lipoproteins, LDL-cholesterol is considered "bad," because a high level of LDL-cholesterol increases the risk of fatty deposits forming in the arteries, which in turn increases the risk of heart disease. The other way that cholesterol is carried in the bloodstream is in high-density lipoproteins, or HDL (good)-cholesterol. HDL seems to have a protective effect against heart disease. In fact, low levels of HDL (good)-cholesterol are related to an increased risk of heart disease.

## Choose Your Fat Wisely

To protect against heart disease, it's important to lower LDL-cholesterol, and **not** the HDL-cholesterol. Polyunsaturated fats can help lower (bad) LDL-cholesterol, but at the same time, they have also been found to lower the (good) HDL-cholesterol. That's why nutrition authorities recommend that monounsaturated fats be the major source of fat in the diet. Monounsaturates, like the fat found in olives and olive oil, can help lower (bad) LDL-cholesterol while maintaining or raising the (good) HDL-cholesterol.

## Identifying Fats - Being a Better Label Reader

Look for the Nutrition Facts panel, like the one shown here for ripe olives, to get information about the product's serving size and the amounts of nutrients like fat, sodium, and fiber. Remember all foods fit into a healthy diet as long as you balance your choices. A specific food is neither "good" nor "bad"; rather, it's your total daily diet that counts.

The image shows a Nutrition Facts label for a product with a serving size of 1/2 ounce (15 grams). The label is annotated with five numbered arrows: 1 points to the serving size, 2 points to the calories and calories from fat, 3 points to the total fat, monounsaturated fat, and polyunsaturated fat section, 4 points to the total carbohydrate, and 5 points to the % Daily Value column.

Nutrition Facts	
Serving Size: 1/2 ounce (15 grams)	
Amount Per Serving**	
Calories: 26	Calories from Fat: 20
% Daily Value*	
Total Fat: 2 g	3%
Monounsaturated Fat: 1.5 g	
Polyunsaturated Fat: 0 g	
Cholesterol: 0 g	0%
Sodium: 115 mg	5%
Total Carbohydrate: 1 g	0%
Protein: 0 g	0%

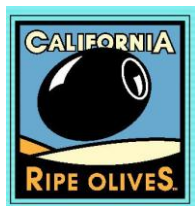
Not a significant source of saturated fat, dietary fiber, sugars, vitamin A, vitamin C, calcium and iron.  
\*Percent Daily Values are based on a 2,000 calorie diet.  
\*\*Weight average of all varieties.

1. **Serving sizes** are now standard for similar foods. All other information on the label is related to serving size.
2. **Calories and Calories from Fat** are shown. The non-fat calories include carbohydrate and protein.
3. **Total Fat, Monounsaturated, Polyunsaturated and Saturated Fat** represent the grams of fat in a single serving. Some products may not have all of these listed. Look for the term monounsaturated and select the best sources like olives and olive oil.
4. **Total Carbohydrate** lists the amount in grams per serving.
5. **% Daily Value** shows how foods fit into a daily diet of 2,000 calories. For example, the % Daily Value column shows the fat in a serving compared to 65 grams of fat - the amount recommended for a 2,000 calorie a day diet.

## Care and Storage

California Ripe Olives are packed in a light brine solution, not only to bring out the flavor of the fruit, but also to protect them in transportation. The recommended shelf life for unopened cans is 36-48 months. They may be stored at room temperature.

Once opened, store unused California Ripe Olives in their original brine in the open can and cover with plastic wrap to allow oxygen to permeate. Do not store California Ripe Olives in an airtight container as harmful toxins may develop. If the original brine has been discarded, replace with a solution of one cup of water and 1/2 teaspoon salt in order to keep the olives wet and free from external odors. Partially used cans of California Ripe Olives may be held in the refrigerator for up to ten days.



## What is the California Olive Committee?

### ***Established under a Federal Marketing Order***

Federal Marketing Order No. 932 was established in 1965 by olive growers and canners under the Agricultural Marketing Agreement Act of 1937 to effect the orderly marketing of olives grown in California.

The California Olive Committee is charged with administering the program set up by the Marketing Order. The Committee, serving for a period of two years, consists of eight members (plus 8 alternates) representing olive growers (producers) from our olive growing districts. In addition, eight members (plus 8 alternates) represent handlers.

Decisions made by the Committee are subject to approval of the Secretary of Agriculture of the United States.

At the present time, provisions of the Marketing Order apply only to black and green canned ripe olives and not to tree-ripened, Spanish style, olive oil, Sicilian, Greek, or other styles of olive. The program is funded by an assessment, established every December, on each ton of olives received for use as canned ripe olives.

### ***Committee Functions and Expenditures***

Committee functions and expenditures fall into four main categories:

Administrative

Crop & Processing Research

Incoming & Outgoing Inspection

Marketing and Public Relations

### ***Administrative***

The Committee employs an Executive Director and staff responsible for administering all aspects of the program. Their duties include compiling statistical data for the industry, ensuring compliance with the Order and overseeing marketing and public relations functions.

### ***Crop and Production Research***

Each year the olive industry funds research conducted by the University of California and others on many problems experienced in the production and been expended in an attempt to develop an efficient mechanical harvester for olives. In addition, much processing of ripe olives. In recent years funds have

money and effort has been expended to combat the olive fly, which was first found in olive production areas of California in 1999.

### ***Incoming and Outgoing Inspection***

1. Incoming regulations set up under the Order state that each lot of natural condition olives received by a handler, designated for canned ripe olives, are size-graded by California State inspectors and classified as canning, limited, undersize or culls to ensure fair payment to the grower for his fruit.
2. Outgoing regulations require that inspection be made of canned olive products by inspectors of the U.S. Department of Agriculture to ensure standards of size, color and flavor are met. The outgoing inspection also ensures that handlers dispose of undersize and cull obligations into outlets other than canned ripe olives. Outgoing regulations also apply to imported canned ripe olives.

### ***Marketing Program***

The Committee conducts a marketing program, which is geared towards building an "American brand" image of ripe olives in the minds of consumers, nutritionists and retailers.

The cornerstone of the industry's activities is the web site, which is updated quarterly to provide interactive elements, recipes and nutritional information to reach each targeted segment.

Newspaper releases also disseminate nutritional and recipe information augmented by other promotional opportunities that become available.

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# CALIFORNIA OLIVE COMMITTEE

MEMBERSHIP TERM: JUNE 1, 2009-MAY 31, 2011

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**CALIFORNIA OLIVE COMMITTEE**  
**MEMBERSHIP TERM: JUNE 1, 2009-MAY 31, 2011**  
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<b>7/09</b>	

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F: 530.824.2909

#### Sales Office:

3742 Mt. Diablo Blvd.  
Lafayette, CA 94549  
T: 925.284.5933  
F: 925.284.1289

### **Musco Family Olive Company**

Plant: 5<sup>th</sup> & Swift Streets  
Orland, CA 95963  
T: 530.865.4111  
F: 530.865.5204

#### Plant & Sales Office:

17950 Via Nicolo  
Tracy, CA 95376  
T: 209.836.4600  
F: 209.836.0518

## **Specialty Olive Handlers**

### **Armstrong Olives**

18589 Rd 232  
Porterville, CA 93257  
T: 559.781.7944  
[www.ArmstrongOlives.net](http://www.ArmstrongOlives.net)

### **Santa Barbara Olive Co**

12477 Calle Real  
Santa Barbara, CA 93117  
T: 800.624.4896  
[www.SBOlive.com](http://www.SBOlive.com)

### **CC Graber Company**

P.O.Box 511  
Ontario, CA 91761  
[www.GraberOlives.com](http://www.GraberOlives.com)

### **Adams' Olive Ranch**

Plant: 1200 S. Aster  
Lindsay, CA 93247  
19401 Rd 220  
Strathmore, CA 93267  
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P.O. Box 623  
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### **Pescado Pete's**

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Publications, Division of Ag & Natural Resources  
6701 San Pablo Ave, Oakland, CA 94608-1239  
T: 510.642.2431, or 800.994.8849  
[www.pom44.ucdavis.edu/olivepub.html](http://www.pom44.ucdavis.edu/olivepub.html)

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### **Joe Connell**, Butte County FA

2279 Del Oro Ave #B  
Oroville, CA 95965  
T: 530.538.7201  
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### **Paul Vossen**, Sonoma County FA

133 Aviation Blvd #109  
Santa Rosa, CA 95403  
T: 707.565.2621  
F: 707.565.2623

### **Mark Freeman**, Fresno/Madera County FA

1720 S. Maple Ave  
Fresno, CA 93702  
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F: 559.456.7575

### **Neil O' Connell**, Tulare County FA

Ag Bldg  
4437 S. Laspina Street #B  
Tulare, CA 93274  
T: 559.685.3303  
F: 559.685.3319

# California Olive Committee

## Assessment Rates and Budgets: 1965-2010

Crop Year	Assmt Rate per Ton	Assess Tons	COC Admin	Research	Marketing	Brand Credit	Total Budget
	\$		\$	\$	\$	\$	\$
1965-66	1.5	n/a	43,800	16,200			60,000
1965-67	1.75	49,298	65,500				65,500
1965-68	2.5	n/a	52,000				52,000
1965-69	6.5	69,218	80,617	17,075	232,580		330,272
1965-70	6.5	53,157	76,430	17,397	185,000		278,827
1965-71	9	36,730	80,472	15,000	219,528		315,000
1965-72	13	35,077	92,000	46,000	420,850		558,850
1965-73	13	20,009	84,595	22,500	160,000		267,095
1965-74	15	57,393	97,960	35,000	653,391		786,351
1965-75	15	48,939	97,550	43,000	1/ 624,945		765,495
1965-76	15	52,245	117,350	26,100	1/ 753,100		896,550
1965-77	14	62,151	127,526	22,000	741,474		891,000
1965-78	12	33,881	102,262	26,738	450,000		579,000
1965-79	15	102,959	117,350	35,000	1,017,650		1,170,000
1965-80	14.33	49,424	116,000	40,000	1,040,128		1,196,128
1965-81	16.73	71,447	114,859	44,775	1,330,991		1,490,625
1981-82	28.26	38,964	123,143	33,887	899,600		1,056,630
1982 Interim			58,450	47,868	250,780		357,098
1983-COC	12.65	114,622	142,250	50,242	1,299,030		2,544,222
1983-BC	8.93					1,052,700	
1984-COC	26.22	47,276	141,832	37,526	1,052,660		2,009,518
1984-BC	16.54					777,500	
1985-COC	19.8	79,118	150,700	60,000	1,316,060		2,162,360
1985-BC	8.25					635,600	
1986-COC	20.91	83,361	148,800	61,185	1,534,250		2,318,235
1986-BC	6.92					574,000	

1/ Includes export

Fiscal Year	Assmt Rate	Assess Tons	COC Admin	Research	Marketing	Capital Expend.	Total Budget
1987	20.03	95,424	189,550	80,500	1,592,350		1,862,400
1988	23.92	57,300	435,434	51,948	1,140,100		1,627,482
1989	25.39	74,200	312,014	79,032	1,511,250		1,902,296
1990	20.68	100,000	337,540	94,500	1,627,250	8,650	2,067,940
1991	20.23	104,600	353,545	126,000	1,635,000		2,114,545
1992	20.68	57,192	348,230	65,000	1,419,000		1,832,230
1993	25.75	147,000	393,000	80,000	2,323,000		2,796,000
1994	27.21	101,000	384,730	80,000	3,258,860	25,000	3,748,590
1995	30.04	69,300	389,650	80,000	2,412,000		2,881,650
1996	28.26	62,182	388,350	213,000	1,999,435		2,600,785
1997	14.99	144,075	390,890	173,375	1,595,000		2,159,265
1998	17.10	85,585	357,900	50,000	1,308,500	34,000	1,750,400
1999	26.18	67,990	352,685	466,150	1,123,640		1,942,475
2000	21.73	122,113	356,190	903,550	1,212,495		2,472,235
2001	27.90	46,374	343,490	408,337	596,415		1,348,242
2002	10.09	123,439	339,650	250,000	811,935	27,000	1,428,585
2003	13.89	89,006	347,090	250,000	633,500		1,230,590
2004	12.18	102,727	360,563	225,000	633,500	(Insp)50,000	1,269,063
2005	15.68	85,862	337,014	200,000	680,000		1,217,014
2006	11.03	114,761	290,421	210,000	800,700		1,301,121
2007	47.84	16,270	252,171	365,775	362,450		980,396
2008	15.60	108,059	288,552	500,000	750,000	(Insp)50,000	1,588,552
2009	28.63	49,250	359,549	495,000	627,800		1,482,349
2010	44.72	22,150	324,923	300,000	255,000	(Insp)50,000	929,923


CALIFORNIA OLIVE COMMITTEE  
INCOMING INSPECTION REQUIREMENTS  
2009-2010

U.S. Standards & Marketing Order Sizes		Acceptable Count Ranges and Mid-Points							
		(Per Pound)							
Size Designation	Avg Count Range Per Pound	Variety Group 1				Variety Group 2			
		Sevillano		Ascolano**		Obliza		Mission/Manzanillo*	
		Acceptable Count Range	Mid Point	Acceptable Count Range	Mid Point	Acceptable Count Range	Mid Point	Acceptable Count Range	Mid Point
Undersize	226-up	Undersize 106 - UP		Undersize 181- Up		Undersize 181- Up		Undersize 206 - Up	
Sub-Petite	181-225							158-174	Ltd 166
Petite	141-180							132-138	Ltd 135
Small	128-140							132-138	135
Medium	106-127			110-122	116	110-122	116	110-122	116
Large	91-105	158-174	Ltd 166	91-105	98	95-101	98	91-105	98
Extra-Large Sev "L"	76-90	132-138	135	--	--	--	--	--	--
Extra-Large	65-90	--	--	67-85	72-80	65-88	72-80	65-88	72-80
Extra-Large Sev "C"	65-75	67-73	70	--	--	--	--	--	--
Jumbo	47-60	47-60	47-60	47-60	47-60	47-60	47-60	47-60	47-60
Colossal	33-46	33-46	33-46	33-46	33-46	33-46	33-46	33-46	33-46
Super Colossal	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less

\* Manzanillo includes Haas

\*\* Ascolano includes St. Agostino and Barouni

 Undersize

 Limited Sizes

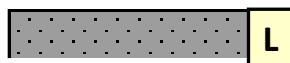


CALIFORNIA OLIVE COMMITTEE  
OUTGOING INSPECTION REQUIREMENTS  
2009-2010

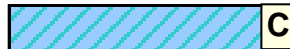
SIZE REQUIREMENTS AND PERCENTAGE TOLERANCES									
Size Designation	SEVILLANO		ASCOLANO*		OBLIZA		MISSION/ MANZANILLO**		
Undersize	<div>Undersize</div>		<div>Undersize</div>		<div>Undersize</div>		<div>Undersize</div>		
Sub-Petite			<div>L35% less than 1/ 180</div>		<div>L35% less than 1/ 180 lb.</div>		<div>L35% less than 1/205</div>		
Petite									
Small			<div>L106-127</div>		<div>C106-127</div>		<div>C128-140</div>		
Medium									
Large	<div>L35% less than 1/ 105 lb.</div>	<div>C91-105</div>		<div>91-105</div>		<div>106-127</div>		<div>All Sizes 5 %</div>	
Extra Large	<div>C65-75</div>		<div>65-90</div>		<div>65-90</div>		<div>91-105</div>		
Extra Large			<div>All sizes 5 %</div>		<div>All sizes 5 %</div>		<div>65-90</div>		
Jumbo	<div>47-60</div>	<div>All sizes 5%</div>	<div>47-60</div>	<div>less than</div>	<div>47-60</div>	<div>less than</div>	<div>47-60</div>		<div>less than</div>
Colossal	<div>33-46</div>	<div>less than</div>	<div>33-46</div>	<div>1/ 105 lb.</div>	<div>33-46</div>	<div>1/ 127 lb.</div>	<div>33-46</div>		<div>1/ 140 lb.</div>
Super Colossal	<div>C32 or less</div>	<div>1/ 75 lb.</div>	<div>C32 or less</div>		<div>C32 or less</div>		<div>C32 or less</div>		
	<div>Tolerance (by count) 35% under 1/ 75 but not more than 10% under 1/ 86</div>		<div>Tolerance (by count) 35% under 1/ 105 but not more than 10% under 1/ 113</div>		<div>Tolerance (by count) 35% under 1/ 127 but not more than 7% under 1/ 138</div>		<div>Tolerance (by count) 35% under 1/ 140 but not more than 7% under 1/ 166</div>		

\* Ascolano includes St. Agostino and Barouni

\*\* Includes Haas variety



**LIMITED USE SIZE** and **PERCENTAGE TOLERANCES**



Tolerances apply to MINIMUM WHOLE OR PITTED CANNING SIZE:

Sevillano- Extra Large "C"; Ascolano- Large; Obliza- Medium; Mission/Manzanillo- Small



BLACK CARDSTOCK

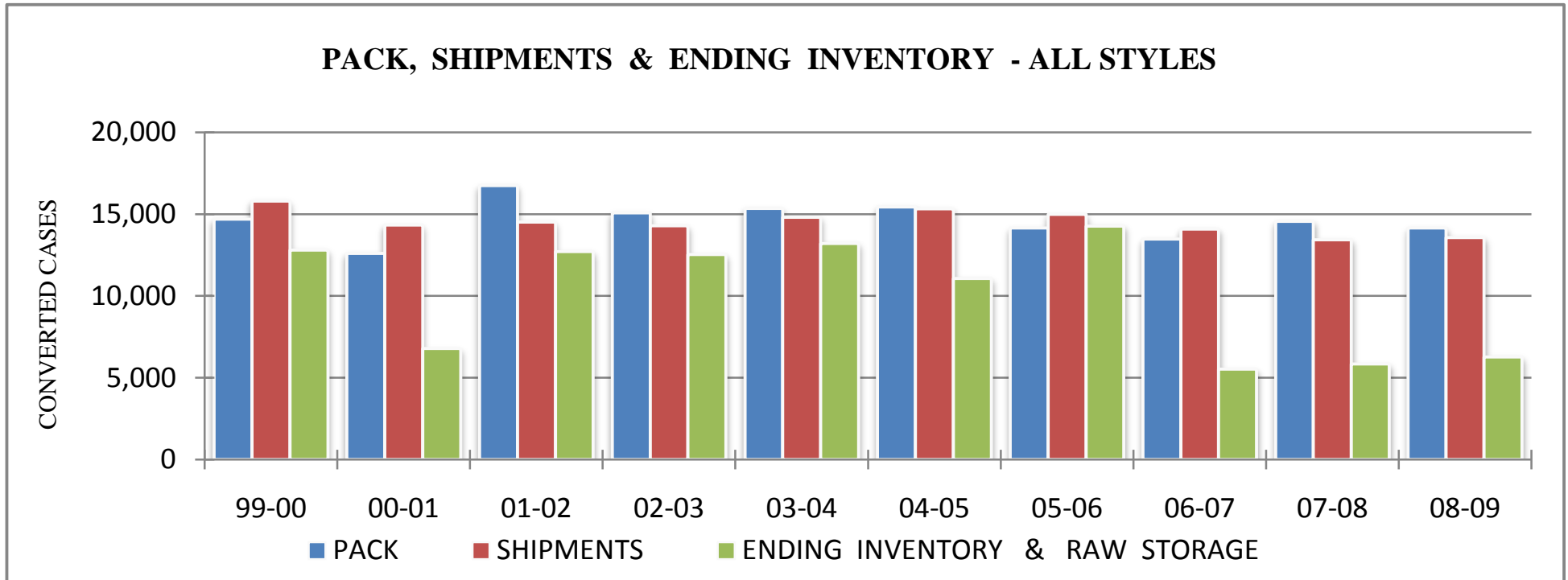
# SHIPMENTS, PACK, AND ENDING INVENTORY SUMMARY

2007-08 TO 2008-09

(Thousands of cases 24/300 basis)

	Shipments			Pack			Ending Inventory		
	2008-09	2007-08	% Chnge	2008-09	2007-08	% Chnge	2008-09	2007-08	% Chnge
<b>TOTAL</b>	13,581.0	13,434.0	1.1	14,153.2	14,561.7	-2.8	6,272.7	5,845.6	7.3
<b>MARKETS</b>									
Consumer	10,165.0	9,799.9	3.7	10,755.4	9,479.1	13.5	4,871.5	4,385.5	11.1
Food Service	3,416.0	3,634.1	-6.0	3,397.8	5,082.6	-33.1	1,401.2	1,460.0	-4.0
<b>STYLES</b>									
Whole	16.6	21.6	-23.1	16.7	19.9	-16.1	16.2	16.9	-4.1
Pitted	8,604.7	8,229.4	4.6	8,794.1	9,324.7	-5.7	4,275.0	4,143.8	3.2
Wedge	45.1	56.8	-20.6	79.8	54.2	47.2	68.1	34.1	99.7
Sliced	4,462.2	4,667.1	-4.4	4,897.1	4,619.0	6.0	1,601.2	1,231.7	30.0
Chopped	400.4	394.2	1.6	316.7	520.0	-39.1	299.3	402.4	-25.6
Broken Pitted	52.1	64.8	-19.6	48.8	23.9	104.2	13.0	16.7	-22.2
<b>KEY ITEMS</b>									
24/300 Pitted	7,968.8	7,531.2	5.8	8,327.3	7,317.2	13.8	3,858.2	3,550.5	8.7
6/10 Pitted	600.8	648.9	-7.4	388.6	1,961.3	-80.2	339.4	557.3	-39.1
6/10 Sliced	2,717.1	2,882.6	-5.7	2,896.1	3,006.8	-3.7	953.6	807.8	18.0
24/300 Whole	9.4	13.7	-31.4	13.4	12.6	6.3	11.2	8.0	40.0
6/10 Whole	7.2	7.9	-8.9	3.3	7.3	-54.8	5.0	8.9	-43.8
6/10 Wedge	42.2	54.6	-22.7	75.9	51.6	47.1	65.4	32.4	101.9
2.25 Sliced	931.5	996.6	-6.5	1,085.8	838.8	29.4	309.5	162.6	90.3
4.25 Chopped	340.3	344.6	-1.2	261.5	455.6	-42.6	248.4	345.6	-28.1

SOURCE: COC/CASS



Source: COC/CASS

**PACK, SHIPMENTS, AND CARRY OUT**  
**CANNED RIPE & GREEN RIPE - WHOLE & PITTED**  
**BROKEN PITTED - LIMITED**  
1999-00 TO 2008-09

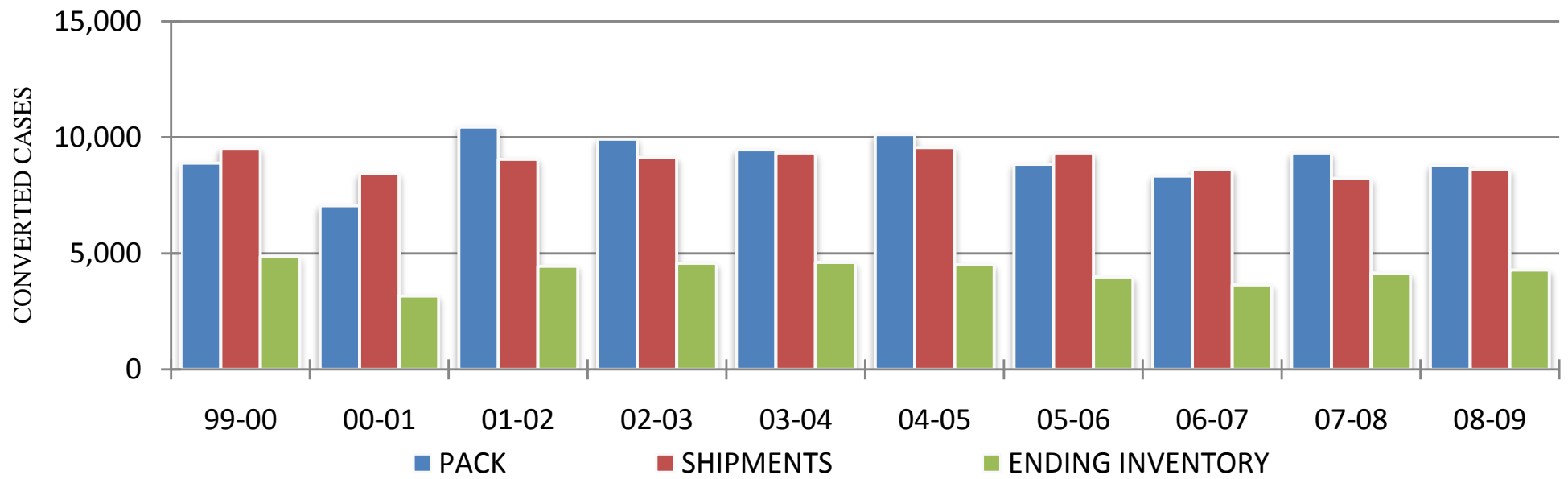
(Thousands of cases 24/300 basis)

Season	Carry In		Pack	Shipments	Carry Out	
	Inventory	Storage			Inventory	Storage
<b>1999-00</b>	8,305.5	1,702.8	14,689.8	15,805.8	6,821.8	5,973.1
<b>2000-01</b>	6,821.8	5,973.1	12,608.4	14,328.4	4,614.2	2,102.2
<b>2001-02</b>	4,614.2	2,102.2	16,743.7	14,528.2	6,733.4	5,971.1
<b>2002-03</b>	6,733.4	5,971.1	15,085.0	14,289.1	6,884.1	5,644.9
<b>2003-04</b>	6,884.1	5,644.9	15,389.7	14,812.5	7,263.2	5,945.0
<b>2004-05</b>	7,263.2	5,945.0	15,446.1	15,322.8	6,677.9	4,389.4
<b>2005-06</b>	6,677.9	4,389.4	14,146.3	14,995.8	5,891.8	8,386.1
<b>2006-07</b>	5,891.8	8,386.1	13,474.3	14,087.5	5,158.8	371.8
<b>2007-08</b>	5,158.8	371.8	14,561.7	13,434.0	5,845.6	4,270.2
<b>2008-09</b>	5,845.6	4,270.2	14,153.2	13,581.0	6,272.7	757.4

Storage converted at 155 cases per ton.

Note: Inventory is finished goods; Storage is bulk olives.

SOURCE: COC/CASS

**PACK, SHIPMENTS & ENDING INVENTORY - PITTED**

Source: COC/CASS

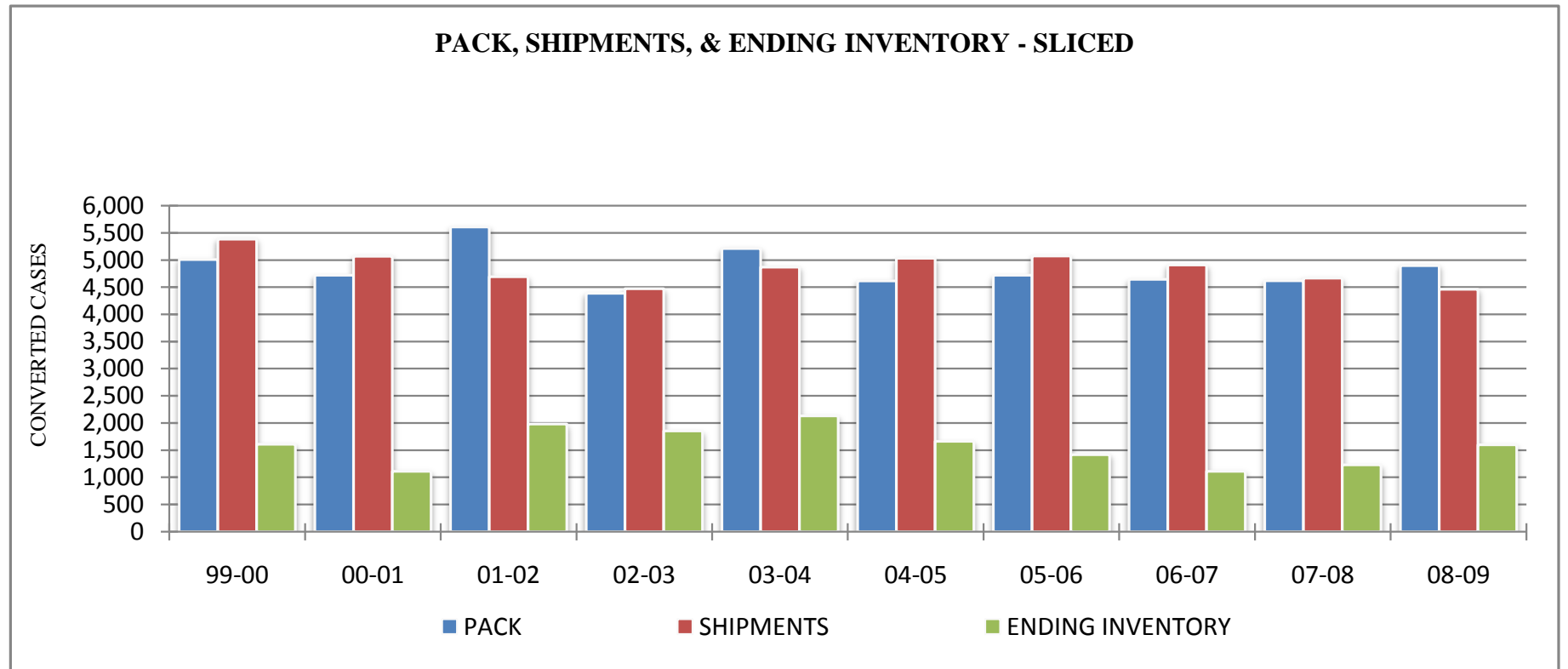
**PACK, SHIPMENTS, AND ENDING INVENTORY**  
**CANNED RIPE OLIVES - PITTED**  
1999-00 TO 2008-09

(Thousands of cases 24/300 Basis)

<b>Season</b>	<b>Beginning Inventory</b>	<b>Pack</b>	<b>Shipments</b>	<b>Ending Inventory</b>
<b>1999-00</b>	5,811.9	8,895.0	9,521.9	4,862.6
<b>2000-01</b>	4,862.6	7,052.9	8,431.9	3,165.9
<b>2001-02</b>	3,165.9	10,438.5	9,056.8	4,441.8
<b>2002-03</b>	4,441.8	9,917.0	9,126.8	4,579.9
<b>2003-04</b>	4,579.9	9,463.5	9,327.1	4,604.0
<b>2004-05</b>	4,604.0	10,119.3	9,562.5	4,515.6
<b>2005-06</b>	4,515.6	8,839.0	9,324.8	3,978.7
<b>2006-07</b>	3,978.7	8,330.3	8,601.6	3,647.3
<b>2007-08</b>	3,647.3	9,324.7	8,229.4	4,143.8
<b>2008-09</b>	4,143.8	8,794.1	8,604.7	4,275.0

Includes Green Ripe

SOURCE: COC/CASS



Source: COC/CASS

**PACK, SHIPMENTS AND ENDING INVENTORY**  
**CANNED RIPE OLIVES**  
**WHOLE - BROKEN PITTED - LIMITED**  
2004-05 TO 2008-09

(Thousands of cases 24/300 Basis)

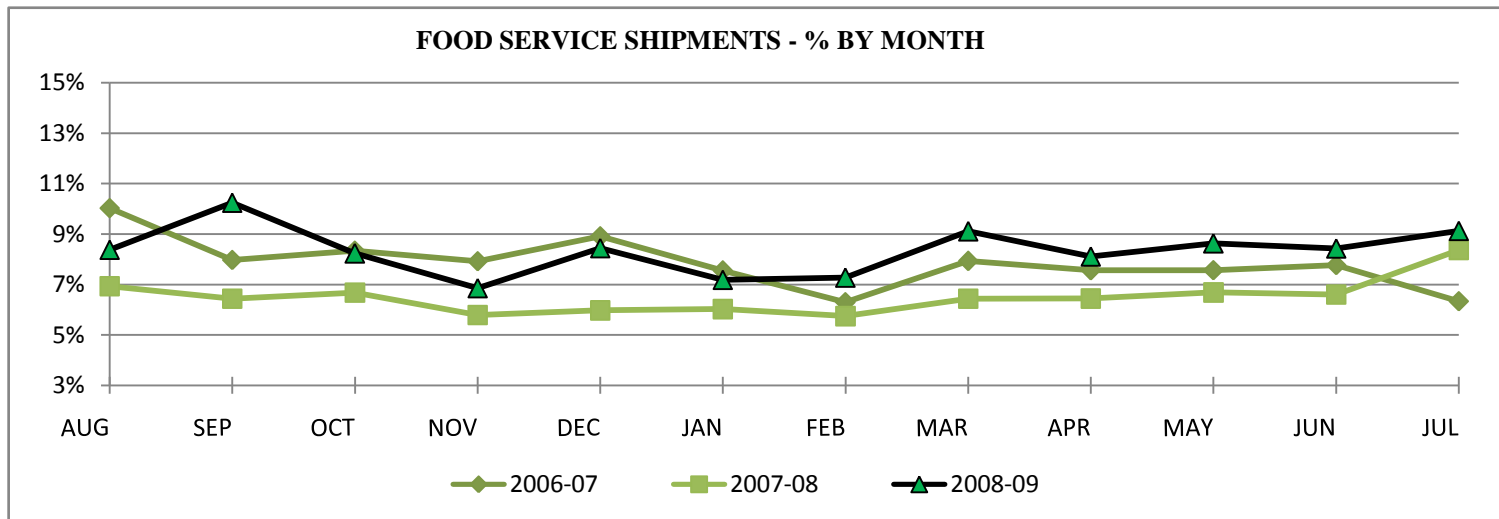
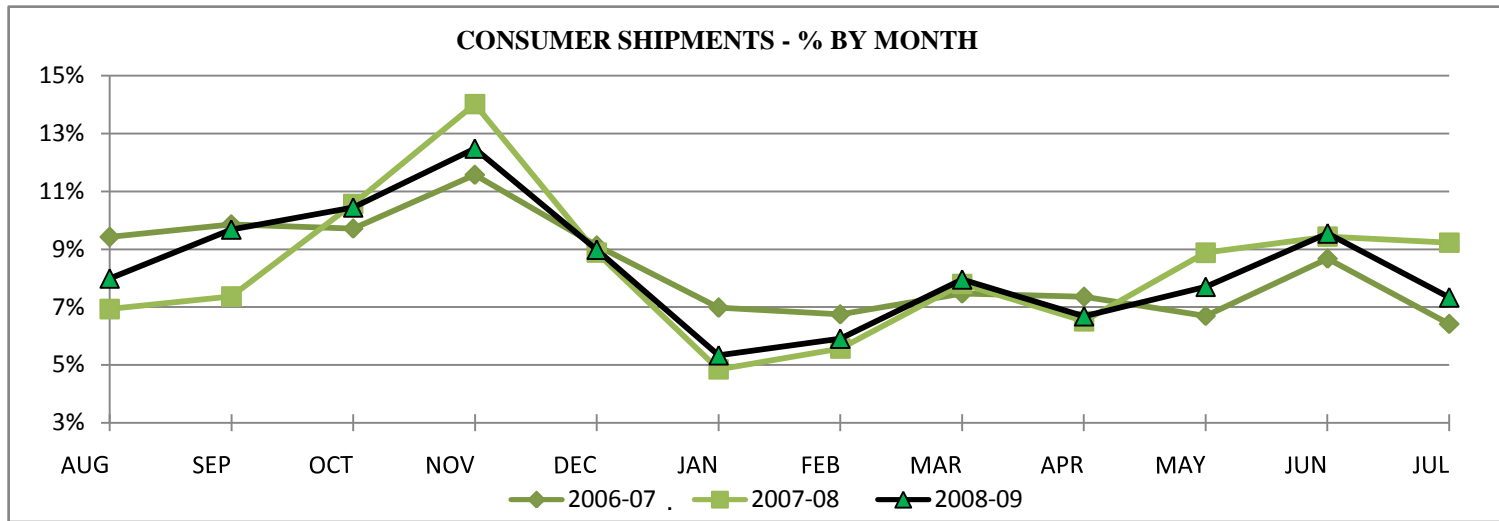
Style	Season	Beginning Inventory	Pack	Shipments	Ending Inventory
<b>Whole*</b>	2004-05	51.5	25.4	43.0	31.0
	2005-06	31.0	22.9	32.0	20.2
	2006-07	20.2	24.3	24.6	19.5
	2007-08	19.5	19.9	21.6	16.9
	2008-09	16.9	16.7	16.6	16.2
<b>Broken Pitted*</b>	2004-05	104.2	65.9	53.4	111.2
	2005-06	111.2	33.5	38.6	106.0
	2006-07	106.0	26.4	72.3	58.6
	2007-08	58.6	23.9	64.8	16.7
	2008-09	16.7	48.8	52.1	13.0
<b>Wedged**</b>	2004-05	95.8	144.3	192.7	44.4
	2005-06	44.4	76.9	89.9	31.0
	2006-07	31.0	66.3	59.8	36.9
	2007-08	36.9	54.2	56.8	34.1
	2008-09	34.1	79.8	45.1	68.1
<b>Sliced</b>	2004-05	2,133.1	4,615.8	5,032.9	1,665.3
	2005-06	1,665.3	4,720.6	5,074.1	1,419.1
	2006-07	1,419.1	4,644.7	4,909.3	1,112.7
	2007-08	1,112.7	4,619.0	4,667.1	1,231.7
	2008-09	1,231.7	4,897.1	4,462.2	1,601.2
<b>Chopped</b>	2004-05	274.5	475.5	438.2	310.4
	2005-06	310.4	453.3	436.4	336.7
	2006-07	336.7	382.4	420.0	283.7
	2007-08	283.7	520.0	394.2	402.4
	2008-09	402.4	316.7	400.4	299.3

\* Includes Green Ripe

\*\* Includes small amount of halved

SOURCE: COC/CASS





Source: COC/CASS

**SHIPMENTS BY MONTH**  
**CANNED RIPE & GREEN RIPE - WHOLE & PITTED**  
1999-00 TO 2008-09

(Thousands of cases 24/300 Basis)

Month	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
<b>August</b>	566.3	576.3	598.2	543.9	581.3	617.4	675.9	719.3	804.2	561.8	693.2
<b>September</b>	777.4	785.8	638.4	672.1	719.0	807.7	816.9	772.0	828.9	592.2	825.8
<b>October</b>	1,178.9	1,175.9	929.5	1,055.6	997.7	987.7	1,109.7	981.8	879.8	921.6	925.6
<b>November</b>	1,340.7	1,397.1	1,153.6	1,274.3	1,214.3	1,144.3	1,328.2	1,303.6	1,038.5	1192.2	1125.9
<b>December</b>	1,149.7	1,167.1	890.9	924.1	982.3	1,049.3	1,040.1	942.1	823.2	770.4	809.8
<b>January</b>	515.7	607.2	453.4	505.3	445.7	563.9	456.8	530.0	589.0	376.4	428.8
<b>February</b>	387.7	369.1	354.6	363.0	412.1	453.1	450.9	463.0	544.6	439.3	487.3
<b>March</b>	720.5	627.7	685.2	664.4	675.4	723.5	758.6	700.3	636.7	635.7	671.7
<b>April</b>	710.0	683.1	606.3	594.6	723.3	650.4	651.1	653.8	615.5	551.0	559.2
<b>May</b>	841.3	829.6	695.9	801.1	731.8	755.3	759.2	769.2	565.2	742.9	635.9
<b>June</b>	961.9	853.5	840.1	878.7	795.2	878.7	876.7	852.9	754.2	772.6	795.6
<b>July</b>	692.0	537.5	624.5	806.0	864.7	700.9	645.1	631.6	512.5	652.0	608.0
<b>TOTAL</b>	9,842.1	9,609.9	8,470.6	9,083.1	9,142.8	9,332.2	9,569.2	9,319.6	8,592.3	8,208.1	8,566.8
<b>Green-W/Ptd</b>	26.9	29.1	34.1	35.9	32.5	39.2	36.3	37.2	33.8	42.9	54.4
<b>TOTALS</b>	9,869.0	9,639.0	8,504.7	9,119.0	9,175.3	9,371.4	9,605.5	9,356.8	8,626.1	8,251.0	8,621.2

SOURCE: COC/CASS



Source: COC/CASS

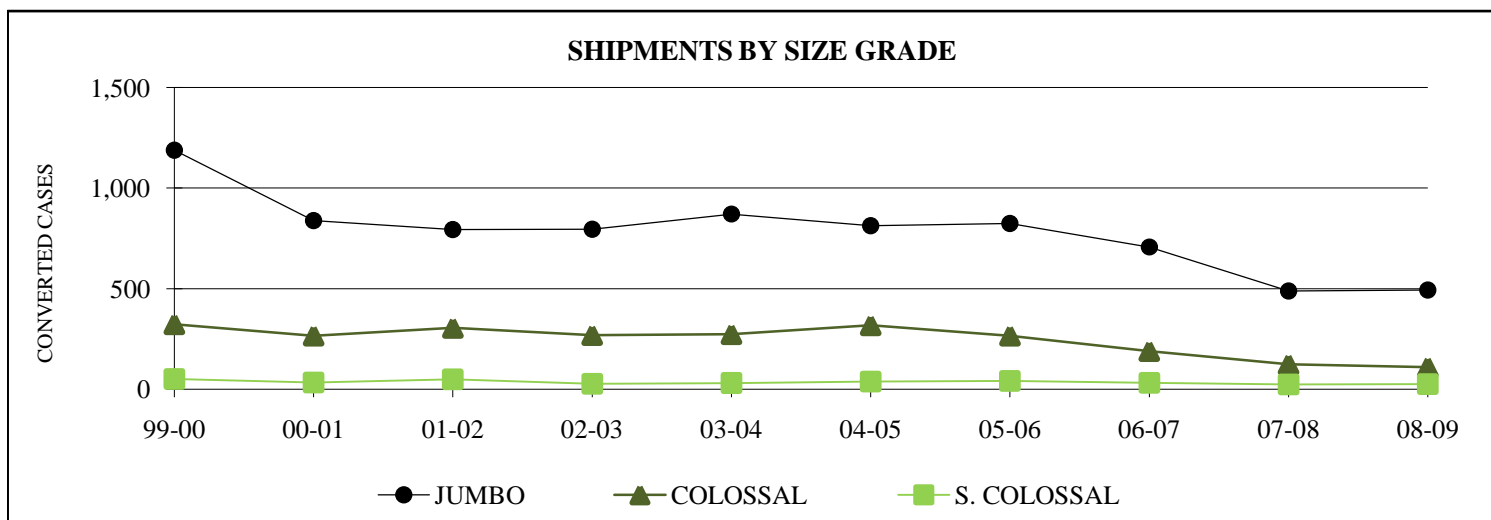
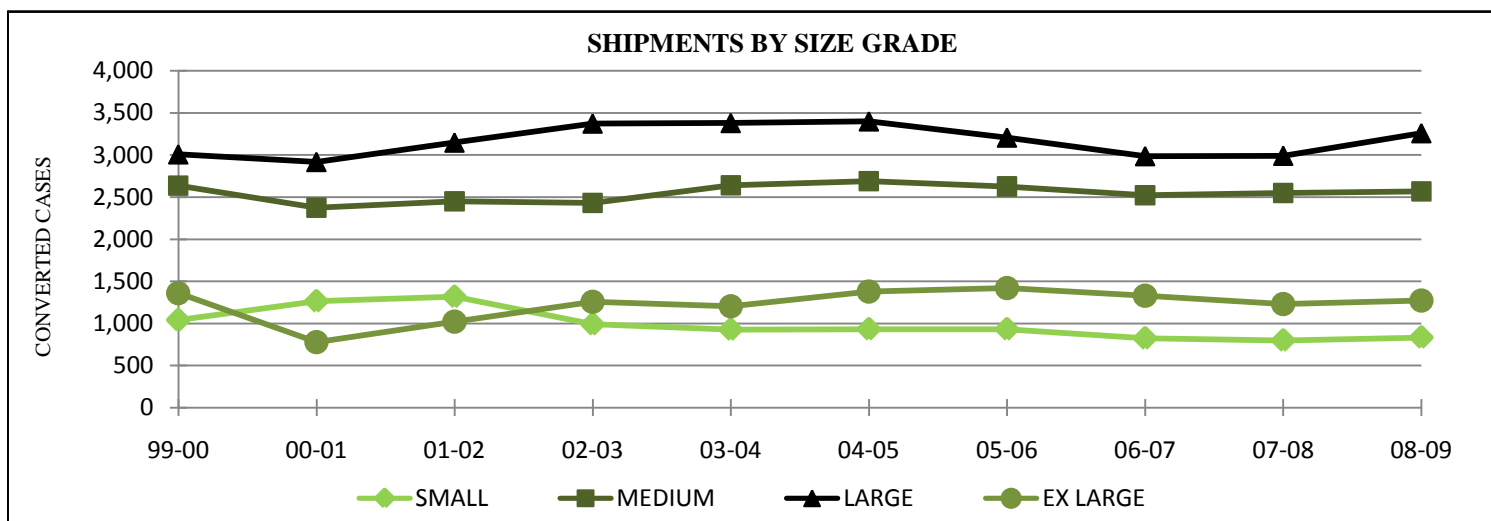
**SHIPMENTS BY MONTH**  
**CANNED RIPE OLIVES - LIMITED STYLES \***  
1999-00 TO 2008-09

(Thousands of cases 24/300 Basis)

Month	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
August	587.6	537.2	488.5	416.8	421.1	480.4	507.8	571.5	431.6	398.4
September	518.7	507.7	479.2	414.2	471.9	510.1	488.9	494.4	416.8	499.9
October	514.5	513.8	458.3	448.9	444.1	533.4	430.6	435.6	412.9	401.2
November	449.6	468.2	447.7	392.2	397.7	453.9	464.8	435.7	440.2	366.4
December	519.8	456.4	431.3	380.3	492.6	472.9	428.6	460.7	368.5	385.5
January	399.9	435.9	406.5	355.4	424.6	371.5	400.9	434.7	369.8	352.7
February	481.0	410.2	379.3	364.5	403.9	384.3	440.6	399.9	367.5	352.7
March	563.6	514.9	459.3	444.0	498.3	492.7	546.1	450.2	421.4	438.1
April	457.0	438.4	396.7	412.4	435.1	471.4	413.4	438.0	377.4	389.3
May	527.3	472.3	418.8	400.9	430.5	475.1	480.3	428.7	429.7	432.5
June	607.4	523.5	454.7	430.2	510.9	531.5	534.5	441.4	450.8	453.4
July	424.2	450.7	488.3	544.4	450.3	486.5	463.8	398.2	631.5	437.6
<b>TOTALS</b>	6,050.6	5,729.2	5,308.6	5,004.2	5,381.0	5,663.7	5,600.3	5,389.0	5,118.1	4,907.7

\*Limited styles consist of Sliced, Chopped and Wedged

SOURCE: COC/CASS



Source: COC/CASS

**SHIPMENTS BY SIZE GRADE**  
**CANNED RIPE & GREEN RIPE - WHOLE & PITTED**  
1999-99 TO 2008-09

(Thousands of cases 24/300 Basis)

Size Grade	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
<b>Small</b>	1,041.6	1,262.6	1,316.2	990.2	927.5	931.7	931.3	823.6	798.9	834.4
<b>Medium</b>	2,638.2	2,375.4	2,450.2	2,431.3	2,643.0	2,690.6	2,627.8	2,524.3	2549.6	2569.6
<b>Large</b>	3,007.0	2,916.2	3,146.9	3,373.4	3,379.9	3,399.5	3,206.8	2,985.3	2990.1	3258.8
<b>Ex Large</b>	1,183.3	599.7	1,004.0	1,230.0	1,204.0	1,351.1	1,421.4	1,330.4	1231.4	1254.3
<b>Ex Lg Sev</b>	176.9	177.9	17.3	26.5	1.5	27.4	0.2	0.0	0.7	20.3
<b>Jumbo</b>	1,188.9	838.4	794.4	795.2	871.4	813.0	824.9	707.5	488.7	493.9
<b>Colossal</b>	322.7	266.2	304.7	269.1	273.5	317.5	266.0	189.5	124.2	110
<b>Sup Col</b>	51.4	34.1	49.4	27.1	31.5	38.4	41.3	31.7	24.4	25.6
<b>TOTALS</b>	9,610.0	8,470.5	9,083.1	9,142.8	9,332.3	9,569.2	9,319.7	8,592.3	8,208.0	8,566.9
<b>G.Rp-Wh/Ptd</b>	29.1	34.1	35.9	32.5	39.2	36.3	37.1	33.8	43.0	54.4
<b>TOTALS</b>	9,639.1	8,504.6	9,119.0	9,175.3	9,371.5	9,605.5	9,356.8	8,626.1	8,251.0	8,621.3

SOURCE: COC/CASS

**SALES/ SHIPMENTS BY SIZE OF CONTAINER  
CANNED RIPE & GREEN RIPE - WHOLE & PITTED  
BROKEN PITTED - LIMITED USE STYLES**

2004-05 TO 2008-09

(Thousands of cases 24/300 Basis)

Container	Styles	2004-05	2005-06	2006-07	2007-08	2008-09
<b>No. 10 (600 x 700)</b>	Whole	17.7	15.8	11.0	7.9	7.1
	Pitted	1,116.7	1,098.0	1,037.9	648.1	598.9
	Bkn Pitted	0.8	0.8	0.6	0.3	0.3
	Wedged	190.3	87.6	57.5	54.6	42.2
	Sliced	3,386.0	3,394.0	3,223.0	2,882.6	2,717.1
	Chopped	54.2	56.7	49.0	39.8	48.5
	Grn Ripe Ptd	-	-	2.1	0.8	1.9
<b>Foodservice Total</b>		4,765.7	4,652.9	4,381.1	3,634.1	3,416.0
<b>No. 300 (300 x 407)</b>	Whole	25.3	16.1	13.5	13.8	9.4
	Pitted	8,361.0	8,153.4	7,498.8	7,489.0	7,916.3
	Bkn Pitted	52.6	37.9	71.7	64.4	51.8
	Wedged	-	-	-	-	-
	Sliced	117.7	122.5	113.8	127.5	124.0
	Chopped	2.1	4.5	2.5	4.3	4.2
	Grn Ripe Wh/Ptd	36.3	37.2	31.7	42.2	52.5
<b>Buffet (211 x 304)</b>	Whole	-	-	-	-	-
	Pitted	48.5	36.2	31.0	49.3	35.1
	Bkn Pitted	-	-	-	-	-
	Wedged	-	-	-	-	-
	Sliced	626.3	661.3	660.2	660.4	689.6
	Chopped	7.7	6.7	6.8	5.5	7.4
<b>2-1/4 OZ (211 x 200)</b>	Wedged	2.4	2.4	2.3	2.2	2.9
	Sliced	903.0	896.3	912.3	996.6	931.5
<b>4-1/4 OZ (211 x 200)</b>	Chopped	374.2	368.4	361.8	344.6	340.3
<b>Consumer Total</b>		10,557.1	10,342.9	9,706.4	9,799.8	10,165.0
<b>TOTALS</b>		15,322.8	14,995.8	14,087.5	13,433.9	13,581.0

SOURCE: COC/CASS

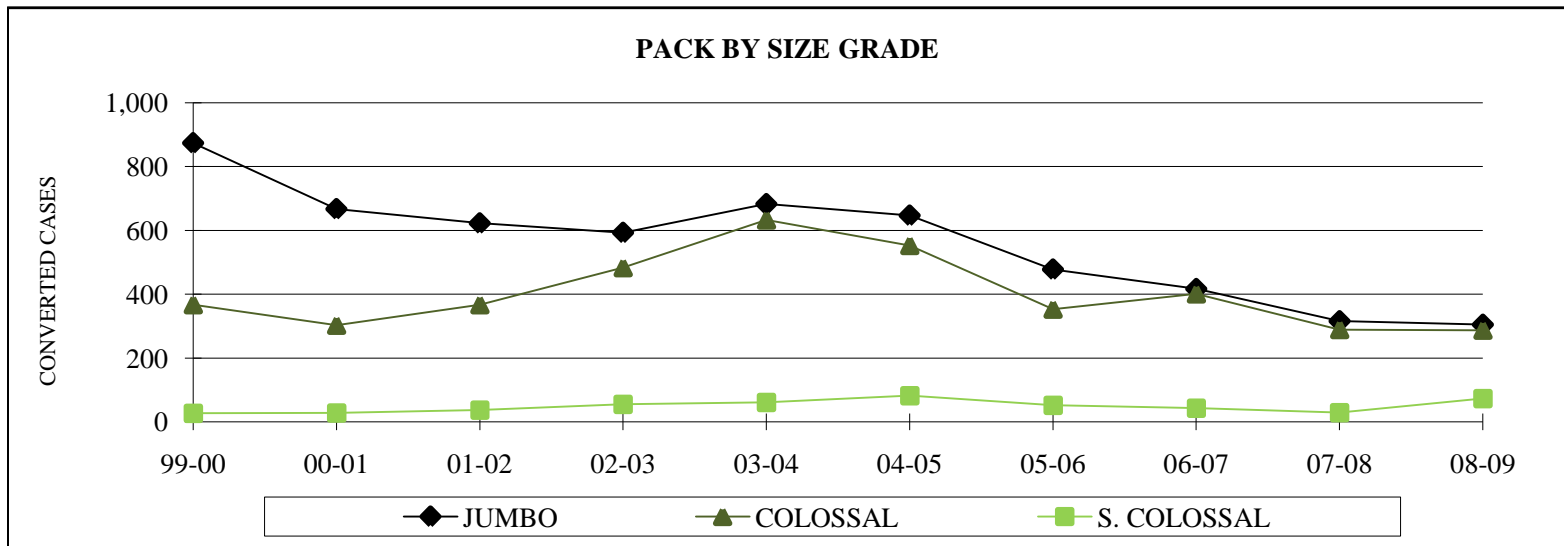
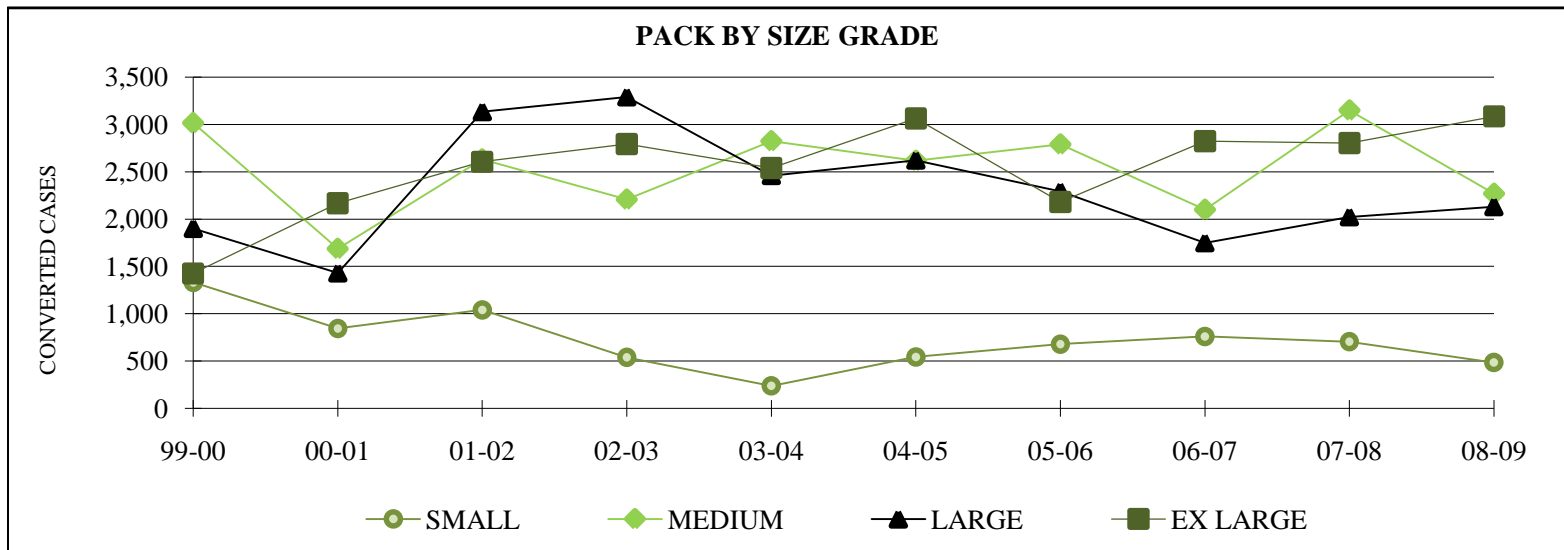
**PACK BY SIZE OF CONTAINER**  
**CANNED RIPE & GREEN RIPE - WHOLE & PITTED**  
**BROKEN PITTED - LIMITED USE STYLES**  
2004-05 TO 2008-09

(Thousands of cases 24/300 Basis)

Container	Styles	2004-05	2005-06	2006-07	2007-08	2008-09
<b>No. 10</b> <b>(603 x 700)</b>	Whole	8.6	11.1	13.8	7.3	3.3
	Pitted	2,401.6	1,100.0	678.1	1,961.3	388.6
	Bkn Pitted	0.1	1.2	-	0.7	-
	Wedged	141.3	74.9	63.9	51.6	75.9
	Sliced	2,758.9	3,323.4	2,852.9	3,006.8	2,896.1
	Chopped	36.6	74.6	52.6	54.9	33.9
	Grn Ripe Ptd	-	-	-	-	-
<b>Foodservice Total</b>		5,347.1	4,585.2	3,661.3	5,082.6	3,397.8
<b>No. 300</b> <b>(300 x 407)</b>	Whole	16.8	11.7	10.4	12.6	13.4
	Pitted	7,662.6	7,645.8	7,567.8	7,287.3	8,154.8
	Bkn Pitted	65.8	32.4	26.4	23.1	48.8
	Wedged	-	-	-	-	-
	Sliced	136.6	111.8	104.6	107.8	138.0
	Chopped	4.5	4.3	3.6	4.1	5.0
	Grn Ripe Wh/Ptd	16.7	36.4	60.3	29.9	172.5
<b>Buffet</b> <b>(211 x 304)</b>	Whole	-	-	-	-	-
	Pitted	38.4	56.8	24.0	46.2	78.2
	Bkn Pitted	-	-	-	-	-
	Wedged	-	-	-	-	-
	Sliced	703.9	569.3	668.8	665.6	777.2
	Chopped	10.1	3.9	7.5	5.5	16.3
<b>2-1/4 OZ</b> <b>(211 x 200)</b>	Wedged	2.9	2.0	2.4	2.6	3.9
	Sliced	1,016.3	716.1	1,018.4	838.8	1,085.8
<b>4-1/4 OZ</b> <b>(211 x 200)</b>	Chopped	424.3	370.6	318.8	455.6	261.5
<b>Consumer Total</b>		10,098.9	9,561.1	9,813.0	9,479.1	10,755.4
<b>TOTALS</b>		15,446.0	14,146.3	13,474.3	14,561.7	14,153.2

SOURCE: COC/CASS





Source: COC/CASS

**CUMULATIVE PACKED BY SIZE**  
**CANNED RIPE & GREEN RIPE - WHOLE & PITTED**  
1999-00 TO 2008-09

(Thousands of cases 24/300 Basis)

Size Grade	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
<b>Small</b>	1,330.8	843.9	1,040.3	539.0	237.3	542.5	677.9	758.8	703.7	484.8
<b>Medium</b>	3,015.6	1,686.1	2,631.8	2,207.1	2,824.4	2,616.9	2,789.8	2,099.9	3,149.2	2,269.5
<b>Large</b>	1,901.1	1,430.8	3,134.7	3,291.1	2,459.9	2,623.1	2,292.7	1,750.0	2,023.8	2,131.2
<b>Ex Lge</b>	1,170.1	1,983.7	2,526.9	2,670.0	2,447.4	2,967.7	2,156.2	2,768.2	2,775.5	3,050.1
<b>Ex Lg Sev</b>	256.2	184.1	79.6	123.1	92.4	95.9	25.8	55.7	28.2	34.9
<b>Jumbo</b>	874.0	667.3	622.7	593.0	683.4	647.2	478.1	417.4	315.9	305.0
<b>Colossal</b>	367.0	302.6	366.9	483.3	632.7	552.9	353.0	401.1	289.0	286.6
<b>Sup Col</b>	27.1	28.1	37.1	55.0	61.0	81.7	52.0	43.1	29.4	73.2
<b>TOTAL</b>	8,941.9	7,126.6	10,440.0	9,961.6	9,438.5	10,127.9	8,825.5	8,294.2	9,314.7	8,635.3
<b>GR-W/Ptd</b>	0.1	7.8	59.7	-	68.2	16.7	36.4	60.3	29.9	175.5
<b>TOTALS</b>	8,942.0	7,134.4	10,499.7	9,961.6	9,506.7	10,144.6	8,861.9	8,354.5	9,344.6	8,810.8

SOURCE: COC/CASS

# Producing County Report by *Tonnage*

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## PRODUCING COUNTY REPORT: IN TONNAGE \*

### 2008 HARVEST

	<u>SEVI</u>	<u>MANZ</u>	<u>OTHER</u>	Grand totals
County				
<b>Butte</b>	20	138	152	310
<b>Colusa</b>	-	5	-	5
<b>Fresno</b>	18	1,103	-	1,120
<b>Glenn</b>	934	9,176	14	10,124
<b>Kern</b>	-	219	-	219
<b>Madera</b>	63	4,910	212	5,186
<b>Shasta</b>	28	3	23	54
<b>Tehama</b>	4,007	7,358	690	12,055
<b>Tulare</b>	379	21,894	198	22,470
<b>Grand Total</b>	5,448	44,806	1,288	51,543

## PRODUCING COUNTY REPORT: IN TONNAGE \*

### 2009 HARVEST

	<u>SEVI</u>	<u>MANZ</u>	<u>OTHER</u>	Grand totals
County				
<b>Butte</b>	26	36	271	332
<b>Colusa</b>				-
<b>Fresno</b>	28	669	0	697
<b>Glenn</b>	490	5,048	19	5,558
<b>Kern</b>	-	13	-	13
<b>Madera</b>	52	572	-	624
<b>Shasta</b>	1	10	26	36
<b>Tehama</b>	1,189	7,919	605	9,713
<b>Tulare</b>	139	5,751	169	6,059
<b>Grand Total</b>	1,925	20,018	1,090	23,034

Source: COC/CASS

\*Tonnage is reported based on actual production of the current year. Tonnage from varieties, within counties may vary from year to year.

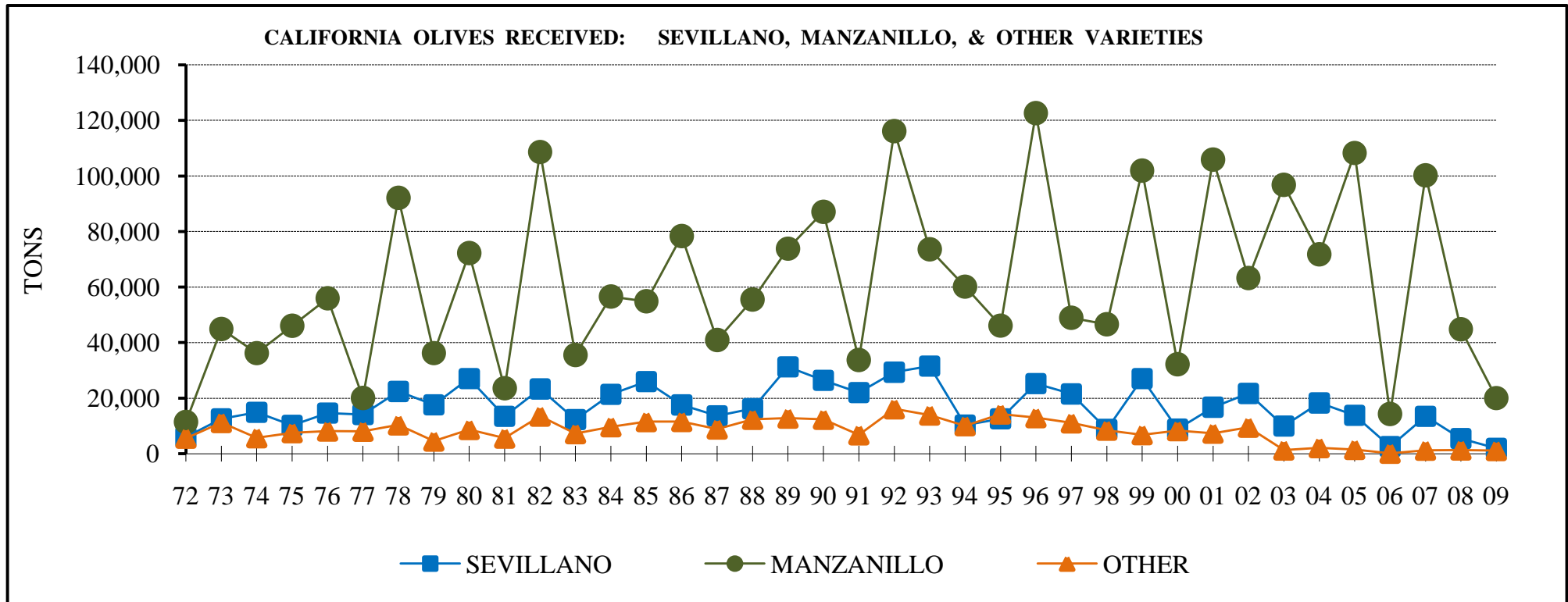
Source: COC/CASS

**2009-10 Producing County Report:**  
**in Commercial Acreage \***

<u>County</u>	<u>SEVI</u>	<u>MANZ</u>	<u>OTHER</u>	<u>Acreage</u>
Butte	80	128	243	450
Colusa	-	20	3	23
Fresno	29	605	10	644
Glenn	859	3,387	28	4,275
Kern		386	-	386
Madera	178	1,104	23	1,304
Shasta	172	40	64	276
San Joaquin	3	17	-	20
Tehama	2,572	3,273	384	6,229
Tulare	534	14,385	90	15,009
<b>Grand Total ACREAGE:</b>	<b>4,427</b>	<b>23,344</b>	<b>845</b>	<b>28,615</b>

Source: COC

\* Acreage is reported based on actual production of the current year. Acreage may vary from year to year.



Source: COC/CASS

**CALIFORNIA OLIVE RECEIPTS BY VARIETY  
DELIVERED TO REGULATED HANDLERS**

1999-00 TO 2009-10

(in Tons)

Variety	Season	Canning	Limited	Undersize	Culls *	TOTAL
SEVILLANO	1999-00	20,375	4,388	1,395	883	27,041
	2000-01	7,606	611	243	368	8,828
	2001-02	14,376	1,158	576	624	16,734
	2002-03	18,544	1,370	744	1,038	21,696
	2003-04	8,543	575	403	406	9,927
	2004-05	15,314	1,537	732	692	18,275
	2005-06	11,832	854	384	725	13,795
	2006-07	2,136	145	133	99	2,513
	2007-08	11,052	1,308	566	517	13,443
	2008-09	4,923	211	187	127	5,448
	2009-10	1,589	140	172	24	1,925
MANZANILLO	1999-00	61,067	30,026	7,706	3,162	101,961
	2000-01	27,439	3,043	550	1,204	32,236
	2001-02	87,843	13,090	2,013	2,939	105,885
	2002-03	53,420	6,900	994	1,925	63,239
	2003-04	82,755	9,629	1,130	3,277	96,791
	2004-05	52,976	14,068	2,782	1,998	71,824
	2005-06	80,734	19,968	4,008	3,581	108,291
	2006-07	12,530	1,339	193	268	14,330
	2007-08	76,092	18,405	3,403	2,329	100,229
	2008-09	37,581	5,374	960	891	44,806
	2009-10	18,453	928	164	473	20,018
OTHER VARIETIES	1999-00	4,197	2,061	272	295	6,825
	2000-01	6,215	1,460	213	378	8,266
	2001-02	5,924	1,049	136	249	7,358
	2002-03	7,149	1,623	269	471	9,512
	2003-04	942	263	38	37	1,280
	2004-05	1,447	521	101	77	2,146
	2005-06	1,060	313	55	75	1,503
	2006-07	103	17	2	4	126
	2007-08	928	193	25	65	1,211
	2008-09	856	306	104	23	1,289
	2009-10	856.65	183	28	22	1,090
TOTAL	1999-00	85,639	36,475	9,373	4,340	135,827
	2000-01	41,260	5,114	1,006	1,951	49,331
	2001-02	108,143	15,297	2,725	3,812	129,977
	2002-03	79,113	9,893	2,007	3,434	94,447
	2003-04	92,240	10,467	1,571	3,720	107,998
	2004-05	69,737	16,126	3,616	2,766	92,245
	2005-06	93,627	21,135	4,447	4,380	123,589
	2006-07	14,769	1,501	328	370	16,968
	2007-08	88,072	19,906	3,994	2,911	114,883
	2008-09	43,360	5,891	1,250	1,042	51,543
	2009-10	20,899	1,251	364	519	23,034

•Includes ungraded fruit

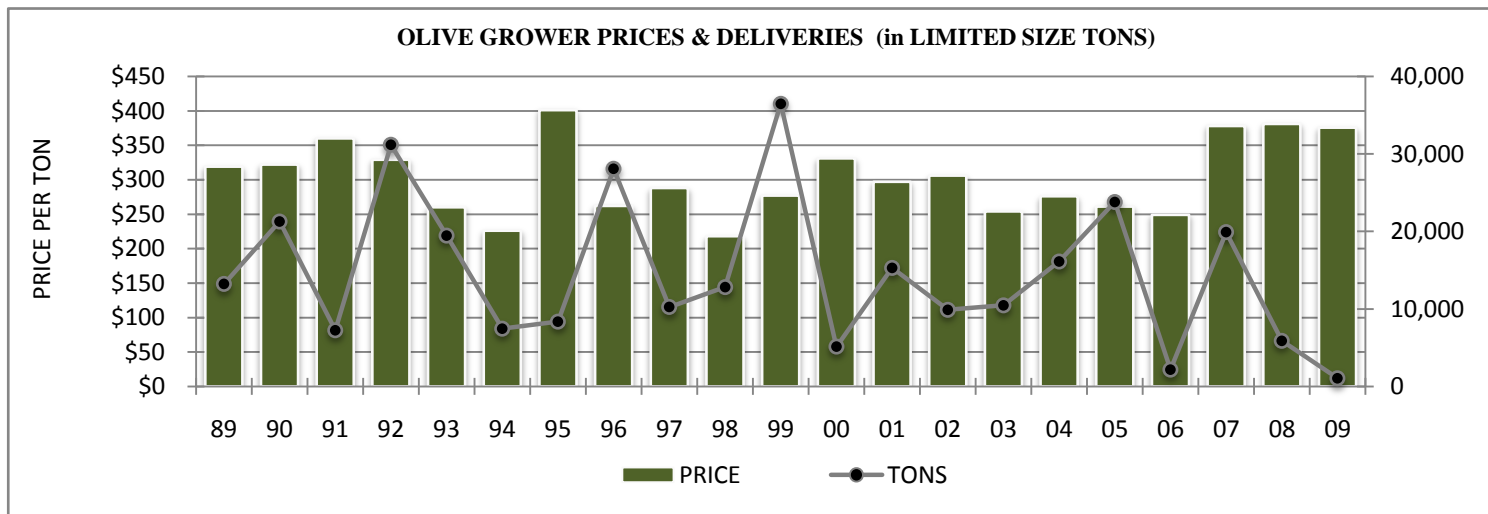
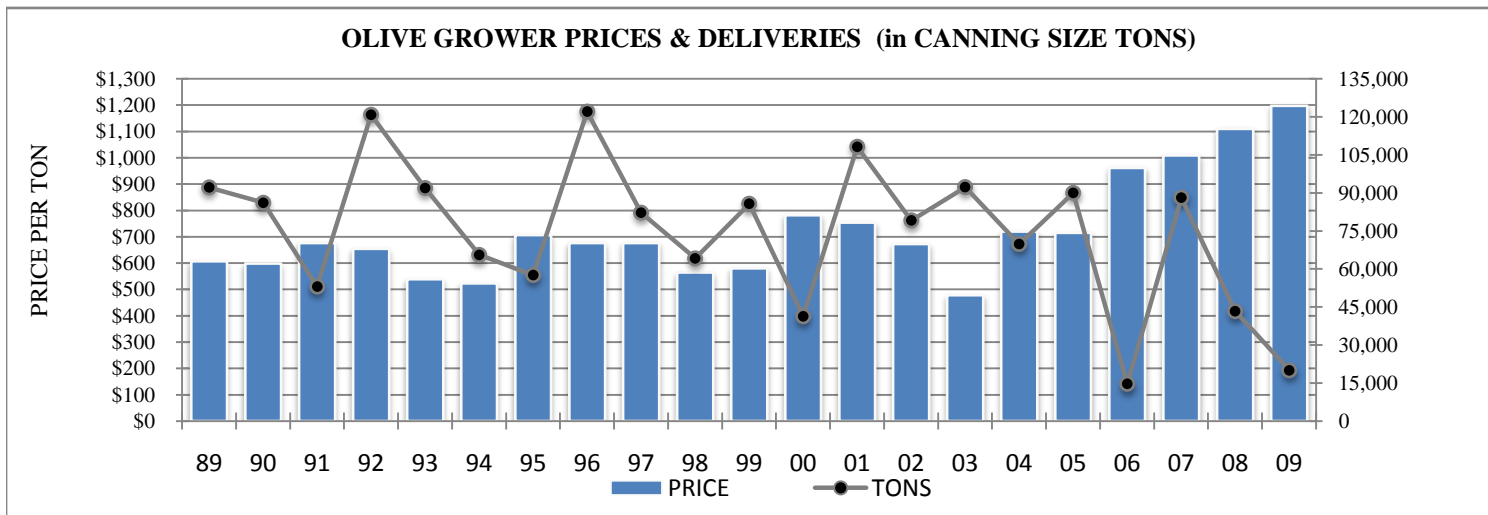
SOURCE: COC/CASS

**GROWER DELIVERIES TO HANDLERS BY SIZE GRADE**  
**1999-00 TO 2009-10**

( in Tons)

Size Grade	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
<b>Small</b>	21,380	3,952	15,243	9,728	14,556	13,248	19,423	1,800	18,392	6,006	1,432
<b>Medium</b>	19,980	6,245	22,401	12,786	23,057	13,521	23,076	2,852	19,962	7,868	2,637
<b>Large</b>	15,777	9,593	32,813	17,641	28,229	11,531	20,317	3,614	21,970	11,544	5,417
<b>Ex Lge</b>	14,015	11,872	22,549	19,455	18,373	18,224	19,939	4,483	17,812	12,999	9,821
<b>Jumbo</b>	9,782	4,417	6,714	9,604	2,745	5,997	4,763	705	4,146	1,324	431
<b>Colossal</b>	3,836	3,659	6,203	7,136	3,584	5,317	4,965	890	4,146	2,345	596
<b>Sup Col</b>	869	1,522	2,221	2,763	1,695	1,899	1,145	424	1,644	1,274	566
<b>Limited</b>	36,475	5,114	15,297	9,893	10,467	16,125	21,134	1,501	19,906	5,891	1,251
<b>Canning &amp; Ltd Total</b>	122,114	46,374	123,441	89,006	102,706	85,862	114,762	16,270	107,978	49,251	22,150

SOURCE: COC/CASS



Source: OGC/CASS



**CALIFORNIA OLIVES - GROWER PRICES**  
**1988-89 TO 2009-10**

YEAR	Canning Size		Limited Size	
	Tons	Avg. Price	Tons	Avg. Price
		\$		\$
1988-89	68,000	611	8,376	318
1989-90	92,115	606	13,217	319
1990-91	86,089	598	21,278	322
1991-92	53,023	676	7,235	360
1992-93	120,745	654	31,175	329
1993-94	91,835	539	19,465	260
1994-95	65,515	523	7,447	226
1995-96	57,414	706	8,369	401
1996-97	122,012	676	28,065	262
1997-98	82,150	676	10,235	288
1998-99	64,161	564	12,830	218
1999-00	85,639	580	36,474	277
2000-01	41,260	781	5,114	331
2001-02	108,143	754	15,297	297
2002-03	79,113	672	9,893	306
2003-04	92,240	478	10,467	254
2004-05	69,737	720	16,126	276
2005-06	93,627	715	21,135	261
2006-07	14,769	961	1,501	249
2007-08	88,072	1,008	19,906	378
2008-09	43,360	1,109	5,891	381
2009-10	20,043	1,197	1,068	375

SOURCE: Olive Growers Council (OGC)

Average Price- Independent canner price not including standard bonus, extra bonus, or hauling allowance.

U.S. CUSTOMS IMPORT DATA  
IN GROWER TONS

CROP YEAR	WHOLE/PITTED FS & RETAIL	FS SLICED	FS WEDGED & CHOPPED	TOTAL CANNED	BULK (Aug-July)	TOTAL IMPORTS
2000-01	8,176	42,790	4,590	55,556	2,871	58,427
2001-02	8,064	46,674	4,234	58,972	13,396	72,368
2002-03	7,289	50,695	4,736	62,720	8,728	71,448
2003-04	7,629	52,596	4,660	64,885	2,603	67,488
2004-05	7,093	49,910	2,341	59,344	4,555	63,899
2005-06	5,938	55,673	3,726	65,337	7,911	73,248
2006-07	7,045	58,821	3,396	69,261	19,368	88,629
2007-08	8,053	61,601	4,163	73,817	9,265	83,082
2008-09	7,625	50,259	2,093	59,977	15,742	75,719

Source: US Customs